**Caitilin Beatty 4Jan20**

**Excel Challenge**

1. **Given the provided data, what are three conclusions we can draw about Kickstarter campaigns?**

With the provided data, three conclusions we can draw about Kickstarter campaigns are the US has the majority of kickstart campaigns, plays are the most frequent kickstart campaign as well as most successful, and the more money a project needs (goal) the less likely it is to be successful.

1. **What are some limitations of this dataset?**

Some limitations of this dataset are definition of success end with if the money was raised. It does not tell us, was the (for example) play a success, how much money did it bring in? Without knowing true profit, we might wonder if those campaigns with smaller goals have an accurate goal, enough to bring the plan to fruition and profit.

1. **What are some other possible tables and/or graphs that we could create?**

Other possible tables that we could create are looking at the percent funded to understand why some campaigns are even more successful, it would be interesting to lump fields together to a broader category to see if arts (TV, Theatre, Art, Music, etc) attract more backers then sciences or restaurants. We could learn if some areas don’t use Kickstart and would have better luck with another avenue depending on the broader theme.

Another table of interest would be to see if length of time a campaign is live has an effect if it is more or less successful.